

CORPORATE SOCIAL RESPONSIBILITY AND LIBRARY COLLABORATIVE PARTNERSHIP

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ABSTRACT

Corporate social responsibility (CSR) for libraries has been done by companies in Indonesia in the last few years. In an academic library, this partnership creates mutually beneficial collaboration for both company and library. Gadjah Mada University Library has established several partnerships with companies and other parties. The form of partnership is divided into two categories: building small and special spaces within an academic library and financially supporting library activities. Several partnerships have resulted in the establishment of the American Corner, Hatta Corner, World Bank Corner, Sampoerna Corner and Nation Building Corner (NBC). The latest is the newest partnership. This article discusses the collaboration between library and other parties to support the library users based on direct observation and in-depth interviews. NBC is the "youngest" corner in the Library. It was established collaboratively with the University, National Power Plant and Nurani Dunia Foundation in 2009. NBC has already supported the services of the Library with several facilities and activities for the users such as conducting events for users such as book reviews and discussions on recent national issues. The book review invites the author and another speaker to criticize the book from different perspectives. In its first year, NBC built partnership with Kampung Halaman Foundation and Ford Foundation which provides amateur community video about the Indonesian culture, economics, social life, ideology and others. Recorded by the local community and amateurs, these video can be accessed via special databases and are free to download and share for community development. The existence of CSR has contributed to the library services for users. The company benefits from CSR because the library users can identify company's profile and its products. This mutual partnership supports both parties provisionin of excellent services.

Keywords: Corporate social responsibility; Partnership; Special corners; Collaboration; Academic libraries

INTRODUCTION

Corporate social responsibility or CSR has been ongoing in Indonesia within the last five years. Not only by companies, CSR is also involves other agencies or parties such as embassies. According to Wikipedia (2011), CSR is also known as corporate conscience, corporate citizenship, social performance, or sustainable responsible business. It is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. Furthermore, CSR-focused businesses would proactively promote the public interest by encouraging community growth and development, and voluntarily eliminates practices that harm the public sphere, regardless of legality.

CSR in Indonesia has been a focus among companies since the rule of CSR established in 2007 in Corporate Law No. 40 Year 2007. In Indonesia, CSR is generally done through various activities, including building shelters or houses for poor community, caring for casualties after a disaster, helping slum areas, forest preservation, waste management, building information centres in rural areas as well as woman and disabled empowerment. These activities are very helpful for the community. This shows that the company cares about general issues happening in Indonesia. Suharto (2008) stated that various activities are conducted by companies to implement CSR. Some companies do it on their own, from the planning process to the implementation. Meanwhile, others build foundations, create partnership with other parties or join a consortium. Furthermore, the CSR model chosen by companies depends on their mission and vision, human resources and external demand such as local community conditions, government's interest or non government organizations (NGO).

In the last five years, the trends of some companies' CSR are moving towards a partnership with libraries. CSR in libraries is mutual partnership and creates many advantages. The companies benefit from free promotion in the libraries. The library is considered as an appropriate entity to support as well as a space to promote the company as the library has a lot of users. In an academic library, the users really rely on the existence of the library to support their academic life. Thus, an academic library that is always full of users is not a strange sight. Everyday users go to the library in order to make use of the library collection and facilities. With CSR in the library, the users can understand better about the company's profile, products and activities. Therefore, the company may acquire a good reputation among the users. From the library's point of view, the partnership has many advantages such as service improvement for the users.

Generally, companies have done their CSR in libraries through various activities and programs. The most common form is by building an outlet as an information centre with a specific theme based on the company's profile. Other forms of CSR are by providing a budget for library activities, IT and internet connections, cable TV, e-journals and e-books subscriptions as well as other special collections. All activities have a goal of supporting the services of the library. Priyanto et al (2011) stated that:

“In relation to the Indonesian librarianship, CSR is carried out at least in three ways. Through their foundations, some companies open an outlet or ‘corners’ in the academic libraries; the foundation collaborate directly with the library. Meanwhile there are also other companies that act as the third party to support the collaboration between a social organization concerning with literacy and a library. The social organization collaborates with a library to open services in the library. The collaboration is supported by the companies’ funding. Another model of collaboration between a company or organization with a library includes the direct and active participation in various activities. This type of collaboration does not require special space because it emphasizes on activities instead of services”.

According to Carol (1979), CSR is “to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere”. Carroll stated that CSR has four parts of conceptualization that is shown as a pyramid model (Fig. 1).



Figure 1: The pyramidal of CSR

The pyramid shows that a company should run based on the four philosophies which are economic, legal, ethical and philanthropic. Those are one unity that should be a basis to be a responsible company. From economic responsibility as the first basis of the pyramid, a company should make profit as a basis to survive and develop. This is the most natural and primitive way for a business organization to make profit. Furthermore, to profit, a company should have a legal responsibility in the country. The company should make a profit in a beneficial way. The ethical issue should be considered as a form of responsibility. There are norms and values in the community to be respected in order to run the business. The philanthropic responsibility in the pyramid shows that a company should contribute to the community and improve the quality of life of the community which is in accordance with the company's development.

Furthermore, Hohnen (2007) stated that CSR typically includes “beyond law” commitments and activities pertaining to:

1. Corporate governance and ethics
2. Health and safety
3. Environmental stewardship
4. Human rights (including core labor rights)
5. Sustainable development
6. Conditions of work (including safety and health, hours of work, wages)
7. Industrial relations
8. Community involvement, development and investment
9. Involvement of and respect for diverse cultures and disadvantaged peoples
10. Corporate philanthropy and employee volunteering
11. Customer satisfaction and adherence to principles of fair competition
12. Anti-bribery and anti-corruption measures
13. Accountability, transparency and performance reporting
14. Supplier relations, for both domestic and international supply chains.

METHODOLOGY

This is a direct observation study and is conducted through an actual experience at Gadjah Mada University Library. Several ideas were solicited from discussions with the Head of the Library, colleagues and other directors of corners. In this study, the users also contributed to the ideas on how CSR benefits them and support their needs in the Library. Additional data and information was also obtained from documents and literature reviews.

CSR AT GADJAH MADA UNIVERSITY

In Indonesia, academic libraries are chosen to be representative of companies through CSR. Not only companies but also embassies, foundations, and other international organizations share their CSR programs in academic libraries in Indonesia. One example is the U.S. Embassy which established American Corners in selected universities in Indonesia. This is followed by Canada and the Middle East countries. They build an outlet or 'corner'. The mutual partnership is that the embassies provide collections and IT equipments such as computers, cable TV, internet connection and database subscription. Meanwhile, the library provides a staff as a representative to manage the corner. This idea benefits both, the embassy has an outlet so the users understand more about the country and this enriches the library collection as well as improves the services. Companies also take similar steps. They build corners at the libraries; provide collections based on their own business profile and which are of mutual interest. As profit oriented companies, they provide collections with an entrepreneur theme.

At the Library, companies' CSR has been going on for the last five years. There are several ways in which CSR is undertaken at the Library with several parties or agencies. Some examples are building a corner within the Library and providing a budget to support the activities either for the Library or for the librarians. Support for the librarians comes in the form of financing their off-campus such as attendance at international seminars overseas. This contribution is a great help because some librarians are able to present their papers at the international level which is an activity that should be supported.

In addition, at present, the Library has established five corners namely the American Corner, World Bank Corner, Sampoerna Corner, Hatta Corner and Nation Building Corner. Every corner is equipped with the most recent IT equipments. With regards to the activities and programs, the corners are able to create a new atmosphere in the Library. The activities of the corners are to support the users and improve the Library services.

The activities of the corners at the Library will be explained briefly based on their time of establishment:

1. The American Corner

This is the CSR from the U.S. Embassy. The MoU was signed in 2003 for mutual partnership between the U.S. and the Library. The Embassy provides collection in politics, social, economic, cultural and other issues related to the U.S. Therefore, the users can easily have access to the wider perspective of America. Moreover, the Embassy also provides international speakers who regularly come and visit the Library to share knowledge and recent issues with the users through seminars and discussions. Video conference and outreach

programs have also become the most enjoyable activity at the Corner. Annual meetings are held to discuss upraising matters among American Corners, to train the staff and to meet other corner coordinators throughout Indonesia. This meeting is useful to comprehend ideas in other American Corners.

2. The World Bank Corner

This mutual partnership enriches the Library with the information resource centre related to the World Bank programs such as economic reports from countries in the world, annual reports on poverty, international statistical reviews and others. The students and researchers take advantage and make use of the collections to support their study and research. The outlet is more comfortable with a special reading room, cable TV subscriptions and IT support such as the internet as well as computer stations. Since its establishment in 2006, the World Bank Corner has become an intellectual destination for information resource centre particularly on economic issues. The economic data provided in this corner supports the University to be a world class research university. It has also been designated as a World Bank repository.

3. The Sampoerna Corner

Sampoerna is one of the big and old companies in Indonesia. As a growing company, Sampoerna has a foundation called the Sampoerna Foundation. Through the Foundation, the company does its CSR. The Foundation has contributed to education in Indonesia including scholarships for students and library facilities in the form of Sampoerna Corners. Sampoerna Corners are established in seven academic libraries throughout Indonesia. In Sampoerna Corner was opened in the Gadjah Mada University Library in 2006. The Library provides staff and a strategic space for reading room while the Foundation supports the collections particularly related to entrepreneurship and general knowledge. The collections also include the record and archives of students' research funded yearly by Sampoerna and the company's history since its establishment. The company also provides grants and scholarships for students to do research and participate in community empowerment. Therefore, users can better understand the academic research supported by the company. The activities conducted at this are related to business topics and skills, especially entrepreneurship for the younger generation in order to stimulate the students to do business.

4. The Hatta Corner

Mohammad Hatta is Indonesia's first vice president. He owns more than 30.000 volumes of printed materials dating back to the 1600s. Initially, the collection was managed by the Hatta Foundation with help from the Library for its technical services. However, because of the limited budget; the collection was moved to the University (Priyanto et al 2011). The Hatta Corner was opened to

the public in 2008. This is a very interesting place for historians and public researchers who are concerned with the past issues. The Hatta Corner provides collections of old and rare books. The librarians have to be very careful when handling them since many are very old and fragile. To keep them in good condition, the Library is preparing a preservation and conservation program for these rare materials. The Library is currently working on this scheme and this will be a project in partnership with a foundation from the Netherlands.

5. The Nation Building Corner (NBC).

This will be explained in the later on and will be the focus of this article.

Generally, every corner is reviewed annually to gauge its performance and to identify its success or failure. The review is usually done via a user survey and also through meetings with the staff who are responsible for the corners. The staff meeting is held at the headquarters of every organization involved. However, in the last two years, the annual meeting was held in the city where the organization conducts its CSR. It is expected that every person who is responsible for the corners will have more ideas on seeing other corners in other universities. This is an effective way to improve the corners' performance.

THE NATION BUILDING CORNER (NBC)

History

NBC is the youngest corner at the Library. It was established in 2009 by the National Power Plant Company Indonesia through a private foundation "Nurani Dunia". With its unique and modern design, NBC provides learning commons for students, lecturers and researchers as well as for the off-campus community. Inspired by other forms of CSR and the existence of corners in campuses throughout Indonesia, NBC was established to build upon the characteristics of Indonesians toward their own country. The objectives of NBC are to support the nation in building characteristics of Indonesia, to nurture nationalism, and to provide the community with an Indonesian information centre.

Collection and Facilities

During its establishment, this corner is sometimes called the Indonesian Corner. The collections cover politics, history, economics, culture, religion, biographies of Indonesian heroes and important people, and encyclopedia. Basically, the collection focuses on local issues about Indonesia and the entire collection are in Bahasa Indonesia.

NBC provides an adequate number of titles for the collections. Examples of titles from about 900 titles are:

- a. History of Indonesia from 1945 to 2010
- b. Biography of Bung Karno and Bung Hatta

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- c. Encyclopedia of Nur Cholis Madjid
- d. Indonesia's economic growth
- e. Political and election system in SBY's Era
- f. The letters of Kartini
- g. The other side of Ibu Fatmawati
- h. Kalimantan and its beauty

The titles are very interesting especially for those who are conducting research on Indonesia. Many researchers often visit and make use of the collection. Historians also come to solicit resources on local and ancient history. Since its establishment, the collection has contributed significantly towards research on Indonesia

Besides its rich collection on Indonesia, NBC is a comfortable place to study because of its modern design. The space is not only equipped with carrels for individuals but also has rooms for group work. With TV and internet connection, the users are offered comfort. All the tables and chairs as well as the librarian's work station are specially designed by the University's architects with red and white as dominant colors representing the Indonesian flag. The visitors could feel the atmosphere of Indonesia inside NBC. Figures 2 to 4 are pictures of areas on NBC.



Figure 2: NBC Learning Commons



Figure 3: NBC Discussion Room



Figure 4: Depot Video Community Database

Activities

As a supporting unit in the University, NBC has several regular activities for the users such as seminars, discussions and book reviews. The objectives of these activities are to help build the awareness on recent issues happening in Indonesia. The most interesting topic for users is about the government's

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performance. Usually, at least once a month, one book is reviewed at NBC. The users are very enthusiastic with these activities and there are always more than the targetted number of participants coming to these activities.

The last two book reviews were about SBY, the President of Indonesia and the specialty of the Yogyakarta province. Recently, these two topics became issues in Indonesia. The book review on the President was conducted successfully by inviting the author of the book about the Ppresident and another speaker spoke from other perspectives. The author has just released his book on the President and the participants were able to understand more about the realities of the President's life. This academic discussion was able to change the participants' way of thinking.

For the book review on the specialty of the Yogyakarta province, the author and a family member of the Kraton from the old Javanese kingdom in Yogyakarta were invited to share their thoughts on how Yogyakarta became a special province in Indonesia. Yogyakarta is a city with numerous Javanese cultures. The history of Yogyakarta, before joining the Republic of Indonesia, makes Yogyakarta special in comparison to the other areas of Indonesia. It is expected that this activity would spark an interest in the life of Indonesia's Javanese kingdom.

Partnership With NBC

As the newest and growing corner at the Library, NBC has become an appropriate choice for the users to spend their time within the Library. To improve its services, NBC creates partnership with *Yayasan Kampung Halaman* which is a foundation supported by the Ford Foundation. The partnership is in the form of an amateur video database which is called the Depot Video. Depot Video is a collection of videos recorded by amateurs using an ordinary video camera showing activities of the local community throughout Indonesia. The videos show culture, environment, politics, economics and other issues related to local community life. The duration of the video on average is around ten to twenty minutes. All users could make use of the videos as a tool to support their research project or just to change their perceptions on local community life. Usually, the users use the video when they are completing their final projects which involve the local community.

NBC also has partnerships with book publishers. The publishers support NBC by inviting the author of the books reviewed in the Library as well as giving financial support. Other speakers or experts are also invited to review a book and share their view from different perspectives. This partnership creates mutual benefit. The Library is supported in terms of improvement of their services, while the publishers have an opportunity to promote the products namely their

books and interact directly with the users who are the potential buyers. For the publishers, this could be an area for effective promotion.

Related to the activities of book review, NBC always distributes a survey to all the users who participate. The aim survey is to ‘listen’ to the users’ opinion on the program. From the survey, NBC receives feedbacks, comments and ideas to improve the program. The involvement of the Library users in expressing what they feel could heighten their sense of belonging to the Library. The survey has become a culture in every activity. Table 1 is a summary of the survey of the latest book review program which was held at NBC of the Gadjah Mada University Library on 28 April 2011 for the “Specialty of Yogyakarta Province”.

Table 1: Summary of User Survey

No	Survey Questions	Percentage				
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The program						
1	The up-to-date topic	83%	9%	2%	2%	0%
2	Once in a month program	50%	3%	0%	45%	2%
3	The speaker’s competency	74%	11%	8%	4%	2%
4	Satisfaction	86%	10%	2%	1%	0%
NBC						
1	Collection (printed and digital)	62%	21%	14%	0%	2%
2	Activities	40%	38%	18%	1%	2%
3	Satisfaction	79%	13%	7%	1%	0%
Users’ comments						
1	Inviting international reviewers					
2	Conducting the book review twice in a month					
3	More historical topic					
4	Useful event for researchers and students					
5	Expanding the partnership not only with publishers, but also with other institutions such as cultural organizations and reviewing more cultural topics					

The book review was attended by more than 100 users. The program was successfully held. Questionnaires were distributed immediately after the program in order to obtain immediate results. Table 1 showed that 100 questionnaires were distributed to the participants and 83 of them were returned. The questions in the questionnaire were about the program and NBC as the host institution.

Based on the survey results, it can be concluded that most of the users were satisfied with the program. Generally, they enjoyed the program as they could have two different perspectives for the topic being discussed. About 87% of the users stated that the topic was suitable and up-to-date with the current situation. From this results it can be seen that NBC has tried to find a 'hot' topic as the Library users are mostly students who are still in the University. They are really aware of the headlines on the current issues. In addition, 45% of the users stated that once a month is not enough to conduct a book review. They said that twice a month might be more appropriate. On the other hand, more than 50% stated that once a month is good enough. There was only a small percentage (below 3%) of the users who stated that the topic should be more historical as NBC is a corner dedicated to building the nation's characteristics. About 20% of the survey participants gave their suggestions to invite a guest speaker or researcher from overseas to be a reviewer in the program. This idea is quite interesting. There are many international researchers who are working on their projects about Indonesia and this would be a great opportunity for both the Library users and the researchers themselves. The users could obtain a different point of view from the international perspective while the international researcher could have better ideas to support their research.

Moreover, related to NBC, more than 79% of the users is satisfied with the existence of NBC at the University. They could benefit from having NBC as a space for learning. More than 50% expressed that they require more space for NBC with more collection as well as digital resources. The video on local community became the favorite collection at NBC as stated by more than 60% of the users. All the users' opinions and comments regarding NBC and the book review are valuable to the Library. They can be used in making decisions with regards to the Library's development process for the the provision of excellent services. From this survey, it also can be seen that CSR within the library is definitely effective.

CONCLUSION

Companies and embassies or other institutions have been involved with libraries for their CSR to create mutual partnership. In fact, CSR within the libraries have been conducted in several ways such as building an outlet or a corner within libraries, provide funding to conduct activities and support staff to improve knowledge and skills. Each party benefits from this partnership. In libraries, CSR helps improve the services by having more information resource centres and funding. In companies, it is an effective medium to introduce and promote their products. Therefore, library users can better understand their products and activities. Embassies also benefit by having an outlet as their representative within libraries.

Corporate Social Responsibility and Library Collaborative Partnership

The Library has created a mutual partnership through CSR with several institutions. One embassy and four other institutions have been partners in many ways for CSR programs and activities. Building corners is one form of CSR forms. Financial support for the Library and librarians are also included in the partnership. Moreover, the partners regularly conduct annual meetings to train the staff with new skills and discuss possible future activities. The continuous agreement by the parties conducting CSR at the libraries shows that the notion of CSR has its advantages for both parties.

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(Translated Copy)



User Satisfaction Questionnaire
Book Review Program “The Specialty of the Yogyakarta Province”
Nation Building Corner (NBC), Thursday, April 28, 2011

Please help us to improve our services by filling up this user questionnaire.
Please indicate your answer by choosing:

1 = strongly agree 2 = agree 3 = neutral 4 = disagree 5 = strongly disagree

A. The Book Review Program

1. The topic is up-to-date
1 2 3 4 5
2. The book review is held once in a month
1 2 3 4 5
3. The speaker is competent and brings new ideas both for the reviewed book and the audiences.
1 2 3 4 5
4. Of all, I am satisfied with the book review program
1 2 3 4 5

B. Nation Building Corner (NBC)

1. The collections of NBC could enrich my knowledge on Indonesia
1 2 3 4 5
2. The program and activities held by NBC could enhance my perspective
1 2 3 4 5
3. Of all, I am satisfied with the existence of NBC to support my study
1 2 3 4 5

C. Comment

Please provide any comments related to NBC and the program

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